Amendments to the CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (currently amended) A method comprising:

      receiving at a service aggregator information from a device first; and

      <u>without having to install a device driver for the device</u> transmitting information from the service aggregator to the device directing the device to communicate with a service provider.

2. (original) The method of claim 1 further comprising the service aggregator communicating information about the device to the service provider.

3. (original) The method of claim 1 further comprising the service aggregator communicating update information to the device.

4. (original) The method of claim 1 further comprising the service aggregator communicating user options to the device.

5. (original) The method of claim 1 further comprising the service provider communicating update information to the device.

6. (original) The method of claim 1 wherein the information from the device is input by a user.

7. (original) The method of claim 1 wherein communication with the service provider further comprises receiving from the service provider an aggregation of choices for the device.

8. (original) The method of claim 7 wherein the choices are displayed on the device and a user may select a specific choice.

9. (original) The method of claim 8 wherein the choices are account choices.

10. (original) The method of claim 1 wherein the information received at the service aggregator is selected from the group consisting of device attribute information, branding information, account information, device serial number information, type of device information, application information, and last time used information.

11. (original) The method of claim 10 wherein the branding information is prespecified in the device.

12. (original) The method of claim 10 wherein the account information is input by a user.

13. (currently amended) A method of device relationship management, comprising:
    determining a new connection event from a device; and
    without having to install a device driver for said device then:
    sending a new connection message to the device upon said determining said new connection event from said device;
    determining and optionally updating the device upon said sending said new connection message to the device;
    sending messages to the device upon said determining and optionally updating the device;
    receiving user input from the device upon said sending messages to the device; and
    configuring the device upon said receiving user input from the device.

14. (original) The method of claim 13 wherein updating the device comprises updating the device's memory.

15. (original) The method of claim 13 wherein configuring the device further comprises:
    determining a service provider; and
    transferring to the device communication information about the service provider.

16. (original) The method of claim 15 wherein transferring to the device communication information about the service provider further comprises instructing the device to establish a connection with the service provider.

17. (currently amended) A machine-readable medium having stored thereon instructions, which when executed by a processor, causes said processor to perform the following:

receive at a service aggregator information from a device first; and

without having to install a device driver for the device transmit information from the service aggregator to the device directing the device to communicate with a service provider.

18. (previously presented) The machine-readable medium according to claim 17 wherein the information received at the service aggregator is selected from the group consisting of device attribute information, branding information, account information, device serial number information, type of device information, application information, and last time used information.

19. (currently amended) A system comprising:

a plurality of service providers;

a plurality of devices; and

a relationship manager for associating the plurality of devices with the plurality of service providers wherein said relationship manager does not install any device drivers for said plurality of devices.

20. (original) The system of claim 19 wherein associating a specific device with a specific service provider is based upon attributes from a specific device.

21. (original) The system of claim 19 wherein the plurality of service providers further comprises a single service aggregator.

22. (original) The system of claim 21 wherein the single service aggregator associates the plurality of devices with the plurality of service providers.

23. (currently amended) An apparatus for relationship management comprising:

a relationship management server connected to a network;

a plurality of devices connected to the network;

a plurality of service providers connected to the network;

a communication means for exchanging information between the plurality of devices and the relationship manager wherein said relationship manager does not install a device driver for any of the plurality of devices; and

a communication means for exchanging information between the plurality of devices and the plurality of service providers.

24. (original) The apparatus of claim 23 wherein the exchanged information from the relationship manager to the plurality of devices further directs the plurality of devices to communicate with the plurality of service providers.

25. (currently amended) An apparatus comprising:

means for receiving at a service aggregator information from a device; and

means for transmitting information from the service aggregator to the device informing the device how to communicate with a service provider without the service aggregator having to install a device driver for the device.

26. (original) The apparatus of claim 25, wherein means for receiving information and means for transmitting information are done via a network.

27. (currently amended) A method of relationship management comprising:

receiving information from a device; and

without having to install a device driver for said device then:

determining if the device has access rights to a service provider after said receiving information from said device; and

if the device has access rights to the service provider, sending information to the device on how to contact the service provider.

28. (previously presented) The method of claim 27 wherein said sending information to the device comprises sending an address of the service provider.

29. (original) The method of claim 27 wherein said determining if the device has access rights to the service provider further comprises determining a sufficiency of a payment from a payor.

30. (original) The method of claim 29 wherein the payor is selected from the group consisting of a subscriber, a non-subscriber, a sponsor, and an advertiser.